

# RETAIL PAPER TELLS OF SALES

MERCHANTS BUREAU SALES ARE TOLD BY THE RETAIL LEDGER.

Under the heading, "Retail Ledger Ideas Enable Alma to Duck Hard Times," the following article in regard to the Merchants Bureau sales here appeared in the Retail Ledger of Philadelphia, February 1:

When the Farm Bloc was organized in Congress last year, Congressmen and Senators alike explained that unless something was done at once the farmers and many rural merchants in the west would be ruined.

Alma, with its population of 7500, was one of the towns which the legislators had in mind. Merchants depend entirely upon the farmers and people employed in the motortruck plants for their business, and, of course, so far as these industries were in the doldrums all last year.

Instead of "giving up the ship" Alma merchants decided to launch a trade extension plan and demonstrate in a concrete way some of the reasons why Mr. Farmer Citizen and Mr. Town Dweller should come to Alma frequently to market their products at topnotch prices and carry home merchandise in exchange at "splendidly saving prices." The only favorable factor in the situation which the bureau had to cope with was the fact that Alma was the logical merchandise distribution point for over 4000 square miles of central Michigan territory, embracing the state's richest rural districts. Besides, Alma is the largest city in a radius of forty to eighty miles, and the merchants figured that its facilities for economical supplying the wants of this great territory should easily surpass that of any other small community.

"It was a bold step and required considerable courage," declared Harry Gerber, president of the Chamber of Commerce, "but courage was our last resort in a time when something radical had to be done."

At a meeting of all the members of the Merchants' Bureau held in the City Hall, details for the Trade Extension Plan were formulated. Everything possible was done to stimulate business and to create a spirit of understanding and co-operation between the residents of Alma and their neighbors in the outlying districts. Briefly, the plan called for a series of sales at which merchants should sell their merchandise at extremely low prices, or even below cost. Every retailer was to contribute a certain percent of his yearly or monthly sales in buying advertising space in the six-page circulars to be put out by the bureau in newspaper form.

The campaign was so mapped out that the merchant's individual cost was about one-tenth the amount it would have cost him to conduct a sale on his own initiative, and the balance was to be given to customers in reduced prices on his merchandise. As D. W. Robinson summarized the plan, "every merchant was to price all his merchandise at 'live' and 'let live' prices."

In order to insure real bargains and courteous treatment at the hands of all merchants, the Chamber of Commerce appointed a Grievance Committee stationed at the city hall every day from 8 o'clock until 6, to straighten out any difficulties which might arise.

The opening sale began on October 19, lasted until October 22, and called for the distribution of 20,000 six-page circulars. Space in this miniature newspaper was sold to net a profit over and above current expenses at approximately \$150. This money was put into a fund to be used later on community mile board and bill board display advertising throughout the country or for any other similar activity which the organization might elect to carry out.

The second sale began November 16 and closed November 23; the third ran from December 10 until the day before Christmas, and fourth from January 14 to 20. The buying center of Alma became a regular Mardi Gras during each event. For every purchase made by a customer amounting to twenty-five cents one ticket was given, for a fifty-cent purchase two tickets etc. All the tickets were perforated in the middle and shoppers retained one part and dropped the other in the boxes located in the stores. At 11:30 and 4:30 o'clock daily two barrels of Alma bread flour was given away to the lucky holder at the corner of Woodworth avenue and Superior street. On Saturday the final drawing for the \$500 Chevrolet car was held.

D. W. Robinson in discussing the Trade Extension Plan with a representative of the Retail Ledger, characterized it "as the only bright spot that has appeared on the horizon for us in many a moon. As a business getter and good-will builder," he said, "it has proven the real life-saver of the town and furthermore, perhaps more important than all else, it has succeeded in bringing together competitors for the solutions of their mutual problems."

Alma is now out of the doldrums and on the high road to prosperity. The bureau has built up a fund of \$1000 to be devoted to advertising, and the town, as never before, is drawing thousands of dollars in trade from the richest agricultural district in Michigan.

"I might add," commented Mr. Robinson, "that the idea of the Trade Extension Plan as developed so far has been largely gained from articles published in the Retail Ledger."

## Local Happenings Tersely Told

You will find the best bread in Butter Cup wrappers. 02-tfc  
Tom Mix in "Trailing"—Strand Saturday.—advertisement  
Sheriff Alfred T. Willert of Ithaca was in the city on business Wednesday.

William E. Osborn of Saginaw was an Alma visitor the latter part of last week.  
Mrs. Victor Nurmi of Jackson visited with friends in Alma Thursday and Friday.

Wallace Reid in "The Charm School," Strand Sunday and Monday.—advertisement  
Get your 1922 automobile licenses of Sharrar & Watson, Alma, Mich.—advertisement—32tf.

Dr. E. G. Slayter, osteopathic physician, State Savings Bank Building, Alma, both phones. 57-tf  
Alma Chapter No. 43 O. E. S., will hold a special meeting for initiation Friday evening at 7:30.

Robinson's Big Annual REMNANT SALE begins Saturday, Feb. 18th. D. W. ROBINSON, ALMA.—advertisement.

The George Henry orchestra entertained the residents of the Michigan Masonic Home with music Sunday afternoon.

Saturday Special Sale of new spring Ladies' Coats, Scotch Tweeds at \$17.50. D. W. Robinson, Alma.—Advertisement.

A Washington banquet will be served at 6:30 at the East Superior Street Christian church February 22. All are invited.

Joseph L. Biggerstaff was taken very ill Wednesday and was taken to Carney hospital. His condition is regarded as rather serious.

The fire department was called to the home of W. E. Naldret about 10 a. m. today by a roof fire which was extinguished with a very small loss.

Guard your stomach. It is the foundation of health or disease. The world's most famous stomach medicine is Tanlac. Look-Paterson Drug Co.—advertisement

Mrs. Claude Burton and son, Ross, of Jackson spent the week end at the home of her parents, Mr. and Mrs. E. J. Ross of Elwell, and also visited with Alma friends.

Roy Wetmore, who has been associated with Mr. Durkee in the Wetmore-Durkee Piano company here, has withdrawn from the firm, R. J. Foley taking his interest in the concern.

Saturday Special Sale—Ladies' new spring dresses—Taffeta, Canton Crepe and Poiret Twill Dresses open the season with the new low price of \$16.95. D. W. Robinson, Alma.—Advertisement.

There will be a lecture at the city hall March the first at 8 p. m., by E. Frank MacCallumMhor on Economics and the Financial Situation. There will also be a fine entertainment in connection for ladies as well as gentlemen.

Howard Handley has completed his work at the University of Illinois and after a few days visit with his parents left Wednesday for Hartford, Conn., to take up work in the bonding department of the Aetna Insurance Company.

Deputy Collector of Internal Revenue Roote of Huntsville, Ala., a nephew of E. L. Smith of this city, acting postmaster, was wounded in the foot February 9, during a battle with moonshiners near that city. One man was killed during the fray between the officers and moonshiners.

On Monday, February 6, the Ladies' Guild of St. John's Episcopal church will assume charge of the sale of tickets for the regular motion picture shows at the Strand Theatre, and will also put on a special attraction that night. The ladies percentage of the proceeds will be used for the benefit of the Guild.—advertisement 1w

REVIVAL SERVICES  
Rev. O. C. Rutledge, evangelist, has just closed a very successful revival campaign of four weeks' duration at Crystal. About one hundred and fifty souls were converted during the meeting.

Mr. Rutledge will conduct a series of revival meetings at the United Brethren church at 119 Hastings St., beginning Sunday, February 19th. Mrs. Rutledge is a talented singer and an able leader in song and will have charge of the music during the meeting.

We urge you to come each evening at 7:30.

Mr. Rutledge will also preach Sunday morning. Come.

C. H. Hull, pastor in charge.

LINCOLN SCHOOL  
The Parent-Teachers club held its regular meeting Feb. 9th. The program was as follows:

Violin solo—Russell Johnson.  
Piano solo—Dorothy Davies.  
Whistling solo—Margaret Holmes.  
Patriotic Pageant—3rd and 4th grade.

Talk by Prof. Hamilton.  
Light refreshments were served.

LEGAL HOLIDAY

February 22nd, "Washington's birthday," being a legal holiday the Post Office will be closed all day, no rural or city deliveries. Mail will be dispatched as usual. Take due notice thereof and govern yourself accordingly.

E. L. Smith, Acting Postmaster.

## Diphtheria Costly In Lives and Money

Diphtheria is costly to Michigan every way its cost is figured, states Dr. R. M. Olin, commissioner of health.

During each month for 1921 its toll in dead and injured exceeded that of the recent theater disaster in Washington, D. C., he shows.

In terms of money the lives lost by diphtheria represent a vital waste to the state of 4,755,000, Dr. Olin says, while the loss in years through premature death would total more than 19,000. Increase during 1921 in the diphtheria death rate from 23.9 to 24.9 per 100,000 population—equivalent to 63 more deaths—represents a cost of \$315,000, or more than enough to furnish all patients in 1922 with antitoxin every person in the state. Sickness from diphtheria, he estimates, has caused a loss of 20,000 months in absences from school.

Grafton County's 1921 diphtheria list includes the names of Marwood William Van Horn, Lellaverna Clingempe, and Hazel Kisby.

"Let the publication of these names serve as a solemn reminder to all parents in the county that diphtheria and croup are dangerous," said Dr. Olin. "They are dangerous," he continued, "because parents delay in calling a physician and some physicians fail to use antitoxin. This week completes the state's educational campaign for the use of antitoxin. Teachers, doctors, druggists and editors everywhere have co-operated so thoroughly that any further deaths from diphtheria can only be charged to carelessness or indifference."

## Funeral Directors Meeting Held Here

A meeting of the Grafton County Funeral Directors Association was held in Alma Tuesday, the sessions being at the Wright House, and being attended by eleven funeral directors of the county and their wives.

A business session was held by the association from 11:00 until 1:00 o'clock, and during this time Mrs. Crandell and Mrs. Wright entertained the ladies.

The business session was followed by a dinner at the Wright House.

After the dinner, with Paul Crandell presiding as toastmaster, several toasts were responded to, including one by Professor Hamilton of Alma College.

Stanley Wallace of Perry gave a talk on "The costs of doing business." G. V. Wright of this city gave the address of welcome, which was responded to by C. A. Rehle of St. Louis.

## Cavalry Show Was Pleasing To Many

The benefit show "Betty's Campaign," given Friday evening at the Strand theatre for the benefit of Troop C, 106th Cavalry, Michigan National Guard, of this city, was very pleasing to a large number of those who attended the production.

A few of the various musical numbers introduced during the farce comedy were exceptionally pleasing to the audience, "Mother, Dear Mother," "Come Home," rendered by "Shorty" Fuller and Caris Sartor, making the biggest hit of these numbers.

Monday evening the production was given at Mt. Pleasant, where it also attracted a good audience and left a strong impression.

## Bar Association Elects Officers

At a meeting of the Grafton County Bar Association held at Ithaca on Monday officers were elected by the attorneys, William A. Bahke of this city being honored by election as treasurer of the county association. C. H. Goggin, another Alma attorney, was selected as a member of the executive and committee of entertainment.

The officers elected follow: President, George P. Stone of Ithaca; vice president, C. H. Giddings of St. Louis; secretary, John Mathews of Ithaca; treasurer, William A. Bahke of Alma.

The session was followed by a joint meeting with the Clinton County Bar Association and a banquet at the Seaver hotel followed.

## Married in Alma Wednesday Evening

Miss Zoretta Ide and Mr. Durward Comer, both of this city, were united in marriage, Wednesday evening, February 8, at the home of the bride's mother, Mrs. Dora Ide.

A number of close friends and near relatives were present, when Rev. Gelston of the First Presbyterian church spoke the words that united their lives. Miss Ide was dressed in white and carried a bouquet of white rose buds. Mr. and Mrs. Comer will make their home in this city.

## OLD FEATURE EDITION

A copy of the Alma Argus of Friday, December 17, 1897, was brought to the office this week, this copy of the Argus, which later developed into the Journal being a feature edition in which Alma was extolled. At that time the population of the city was 2,300, but because of the generosity of the late Mr. Wright, it boasted of the college, of the Alma Sanitarium, now the Michigan Masonic Home; the Alma Roller Mills, etc. Other features of Alma in that day were the Montague Foundry and the Tinker & Hannah Planing Mill.

## PAGEANT SUNDAY EVENING

Next Sunday evening at 7 o'clock in the Presbyterian church a pageant entitled "The American Home" will be given by the young people of the College and High school C. E. societies. The six episodes of the pageant are as follows—I Early Christian Homes in America; II Enemies of the Christian Home; III Enemies at work in the Modern Home; IV Continuation of III; V Spirits of Light Triumphant over Enemies; VI Spirits of Light at work in Modern Christian Home. The message of the pageant is one that should be heard by all. It was written by Miss Minnie Karnell and was presented last fall to a crowded house in Grand Rapids at the time of the State convention of the Presbyterian denomination. More than fifty are included in the cast.

## INCREASED DEMAND FOR GOOD ROADS

A decided increase in the demand for the better types of improved highways was noted in 1921, according to figures which have just been compiled for the year. More brick, concrete and asphalt roads were built than in any previous year since 1916. Brick and asphalt types increased between 20 and 33 per cent over 1920. Highway engineers point to this as showing the trend toward the most dependable "cheapest in the long run" types.

## That Dull Aching

Don't worry and complain about a bad back. Get rid of it! For weak kidneys, lame and achy backs, your neighbors recommend Doan's Kidney Pills. Ask your neighbor!

Mrs. Homer Dunham, 124 Rockingham Ave., Alma, says: "I had backaches every time I washed or did any stooping, severe pains hurt me. I was troubled mostly through the small of my back as a dull pain seemed to settle there. When I did a hard day's work, my back ached so I could just about drag myself around and often I was so dizzy everything seemed to spin around and I had to stand still until the spell passed. My kidneys had me in a weak and run down condition and I felt tired, depressed and nervous. I saw in the paper how Doan's Kidney Pills had been used with good results so I decided to give them a trial. I purchased a box at Murphy's Drug Store and they soon cured me."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Dunham had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.—39-2w

## Think this Over

Foolish people often throw away a suit when it becomes rusty and dingy. It costs money to replace it.

Wise people have the old suit cleaned, repaired and neatly pressed. It saves the price of a new one.

Neatness in personal appearance is a modern necessity, but economy is always better than extravagance.

Bring it to us for quick results.

ALMA CITY DRY  
:: CLEANERS ::

## The Strand

THURSDAY and FRIDAY  
ETHEL CLAYTON  
—in—  
"SHAM"

Fox News Pathe Review

SATURDAY  
TOM MIX  
—in—  
"TRAILING"  
Christie Comedy

SUNDAY and MONDAY  
WALLACE REID  
—in—  
"THE CHARM SCHOOL"

—also—  
BUSTER KEATON  
—in—  
"THE PLAYHOUSE"

Benefit St. John's Guild Monday Night—with special added attractions

TUESDAY and WEDNESDAY  
"THE CABINET OF DR. CALIGAN"  
Burton Holmes Travelog Kinograms

Three Acts of High Class  
Vaudeville  
EACH THURSDAY NIGHT

It is the advertising You Do that Brings the Business. Not that which you'd Like to Do—But Don't.



The pulling power of an ad is like the Grindstone that keeps on turning after you loosen the handle—It Stops Eventually.

MR. BUSINESS MAN, WE ARE ASKING

YOU

Would you expect a team to work all summer with one feeding of oats and hay?

Or a car to run forever with one filling of gas and oil.

or a one time ad to keep business coming your way for more than a week or two?

THE RECORD PRESS  
QUALITY PRINTING

We can use mats and have a complete mat service for the free use of patrons.

MARTIN CLOTHES

—"Most for Your Money"—

Spring's Newest Suits Now Ready for You

The coming season's latest "ideas" in suits are constantly arriving at both stores. Included are newest style features in two and three-button single and double breasted models; handsome sport models; tweeds; serges; fine unfinished worsteds in attractive stripes, checks and many other uncommon patterns. They're the finest, from every standpoint that we have ever shown, at any price.

SUITS—TOPCOATS

—all wool fabrics selected especially for their sturdy, good wearing qualities. Workmanship of the highest standard and the best of style—clothes of splendid character that meet every demand of the most critical tastes.

\$22.50

Martins' Pre-war Values Fine All Wool Suits and Coats \$17.50

MARTIN STORES CORPORATION  
Michigan's Greatest Value Givers

Opposite Postoffice  
41 Money-Saving Stores in the U. S. A.

Opposite Postoffice  
Open Saturday Evenings Until 10

—Say you saw it advertised in The Record.